



GREEN INDUSTRY STRATEGY

# Green Communities Initiative

## FACT SHEET

By connecting a wide range of private and public organizations, this Green Community Initiative will create North America's first "conservation network." Homeowners, businesses and other members of the public will be able to access technical advice, educational information, financing and qualified contractors.

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## Green Communities Initiative

As part of the government's Green Industry Strategy, the Green Communities Initiative offers Ontario communities assistance to develop local integrated approaches to energy and water efficiency and waste reduction.

A key component of this community-based initiative is the Green Home Assessment designed to identify money-saving and environmentally sound ways to reduce energy and water use and home waste.

Priority areas include: high-efficiency furnaces, increased levels of insulation, low flow toilets, super efficiency windows, backyard composting and compact fluorescent light bulbs.

*The Initiative is designed to:*

- ✿ stimulate demand for Ontario's green goods and services
- ✿ create local jobs for tradespeople and small business
- ✿ reduce environmental stresses
- ✿ accelerate the search for innovative solutions to environmental problems
- ✿ substantially lower infrastructure costs, such as water and sewage treatment and electrical delivery systems

It will also help homeowners to save money by using less energy and water and creating less waste to be hauled to landfill.

Seven communities are leading this initiative — Guelph, Peterborough, Elora, Port Hope, Cornwall, Atikokan and Sarnia — with more expected to join over the next few years. Each initiative is run by a community board whose members represent various local groups including municipal government, business, labour, utilities and environmentalists. Dedicated local teams are working with homeowners, businesses, schools and industry to make each community greener.

For example, in December 1992, Guelph became the first community in Ontario to be launched under the Green Communities Initiative. This city of 90,000 is now working on its "Home Green-Up" campaign, which started in June 1993. Home visits are expected to generate up to \$20 million in local conservation spending and create up to 400 jobs over the next three years. As part of the home visit program, a trust company has already created an innovative financing plan to provide householders with loans for their green home renovations. The plan offers a prime interest rate loan for up to \$7,500 repayable over 10 years.

Guelph's campaign is spearheaded by Guelph 2000, a 15-member community working group representing Guelph Hydro, Union Gas, the city's water and waste departments, the small business community, interest groups and the Ministry of Environment and Energy and the Ministry of Natural Resources.